

PRINTERS' INK.

Lawyers' Gen'l Digest

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI.

NEW YORK, AUGUST 22, 1894.

No. 8.

THE ST. LOUIS REPUBLIC

Sold to actual readers during first seven months of 1894,
11,457,948 papers.

THE ST. LOUIS REPUBLIC

Made a daily average net gain of 4,811 in July, 1894, over
July, 1893, and 3,644 in the past six months.

THE ST. LOUIS REPUBLIC

Averaged daily, net circulation, for first seven months
of 1894, 54,026.

THE ST. LOUIS REPUBLIC

Semi-weekly edition goes to 16,155 post-offices, reaching
8,513 offices in the five States of Missouri, Illinois, Texas,
Arkansas and Kansas.

THE ST. LOUIS REPUBLIC

Semi-weekly edition averaged each issue for the past
seven months, 128,360.

THE ST. LOUIS REPUBLIC

Is the only St. Louis paper making a detailed and net cir-
culation statement day by day, and month by month.

THE ST. LOUIS REPUBLIC

Invites and courts investigation of its circulation. Its doors
and books are open for inspection at any and all times.

THE ST. LOUIS REPUBLIC

Furnishes at any time an affidavit of net circulation, de-
ducting spoiled papers in printing, left over and unsold.
It will also supply proofs in any practicable manner any
advertiser may suggest.

RATES QUICKLY FURNISHED BY

THE REPUBLIC, ST. LOUIS, Mo.

Or at New York Office, 146 Times Building.



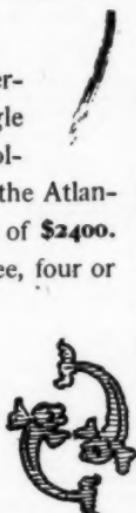
ATLANTIC
COAST
LISTS

**TO LARGE
ADVERTISERS.**

We will insert for any one advertiser advertisements to the amount of 50 inches space, single column measure (or its equivalent in double column measure), between now and Oct. 1st, in the Atlantic Coast Lists of 1400 newspapers for the sum of \$2400. The space can be used as desired, in two, three, four or five insertions. Matter can be changed weekly.

We will get up the advertisement, submit proof and supply the necessary electro-types gratis.

ATLANTIC COAST LISTS.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XI.

NEW YORK, AUGUST 22, 1894.

No. 8.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, August 1, 1894.

Since I last wrote in PRINTERS' INK we have had the off-season upon us in England, where it is a standard article of belief among a large class of advertisers that summer advertising does not pay. Consequently, the papers have contained little new matter of any kind, and the voice of the collector of advertising patronage is heard in the land, crying that all is barren. New orders are undoubtedly scarce.

* * *

Now there are one or two remarks to be made on this idea about summer advertising, and as I suppose they apply equally to all countries where there is a summer in strong contrast with winter, they may as well be set down. The basis of the belief that summer advertising does not pay is the undoubted fact that more reading is done in winter, when there are long evenings to be got through at home, than in summer, when every one goes out. But it would be very easy to lay too much stress on this idea. There are even some papers which actually increase their circulation in the summer—papers of the kind that are read in railway trains, or employed to beguile the leisure of the seaside two weeks' holiday, which is an institution practically universal here. There is no clerk or book-keeper that is so poorly regarded that he does not get a fortnight's holiday, on full pay, to go to the seaside in, and many employers give a gratuity as well to their employees at this season, though the latter custom is less widespread. Every shopkeeper, tradesman and every professional man contrives to get away from town for at least a fortnight in the hot weather; and most people lay themselves out to avoid worry, and even thought of a serious kind, as much as possible during this little rest-time. This means an increased amount of light reading purchased; and if most papers lose a certain quantity of their

winter readers during the summer, they also gain a certain number of fortuitous purchasers to make up; and with a good paper this cannot but benefit the weekly average, since a proportion of these extra readers will become permanent supporters if the paper be found interesting. Then there is an undoubted increase of sales on account of the life insurance coupon. And in papers that have any elasticity in their scale—even in some that are not supposed to have any, space can be bought cheaper in the summer.

* * *

Beyond and above all this, however, I think there is another very good reason for not suspending newspaper advertising in the summer. As we know and see for ourselves (it is perfectly obvious) that less advertising is done at this time of the year, the space that is used can be occupied to greater advantage. All newspaper publicity is a struggle of advertisement against advertisement, each endeavoring to "capture the page"—each advertiser trying so to fill his space as to secure attention for himself and divert it from his rivals. We are all rivals when we enter the newspaper, and the rivalry is far less keen now than in the winter.

* * *

Speaking of the insurance scheme in newspapers—the plan by which every purchaser of certain papers is insured, as if by a regular policy against a definite class of accidents—I have always deprecated the value of this kind of circulation to advertisers. The extra circulation that this inducement produces is not of much advertising value. You constantly see the coupon torn out and the rest of the paper thrown away. It is a notable fact that the first English paper to start this scheme, *Tid Bits*, has never wavered from its original offer—£100 for death by railway accident. It has paid something about \$15,000 compensation altogether. There are at least two papers run in direct imitation of *Tid Bits*, that offer

a £1,000 compensation if you can get killed with one of their coupons on board you, and one that gives £2,000; also plenty of papers of this class give more or less complicated insurance schemes in addition, covering different types of accident and different degrees of injury. But inquiry at various centers of sale showed me that *Tid Bits* still leads all papers of its class. The others have large circulations, but the original paper is by a long way on top and will stay there.

* * *

Which things are an allegory—or rather they are an illustration—a flattering unction which all people who are imitated may lay to their souls with confidence. *No imitation has ever been a success of the first order.* This sounds a large generalization, and I hasten to clothe it in the authority of Mr. John Morgan Richards, by whom it was first impressed upon me. If I had said it, it would not stand for much; but backed by Mr. Richards' authority and his experience in both hemispheres, which is probably unique, it is worthy of attention.

* * *

Emerson's Bromo Seltzer is being energetically pushed in this market by a liberal scheme of trade organization, pamphlet distribution and newspaper advertising. A handsome two-horse vehicle of American manufacture, with a colossal Bromo Seltzer bottle erect upon it, is making a tour of the drug trade; the enameled tin counter stand, already, I believe, well known in the United States, is being put out. A limited company has been incorporated to represent the proprietors; Mr. J. M. Richards is directing the campaign and has secured the services of Dr. B. T. Bedortha (late of Anti-fat and Dr. Pierce's London house) to superintend the details of the work.

* * *

A rather curious law case was decided the other day by the Westminster County Court. There is a newspaper published twice a week, called the *Bazaar, Exchange and Mart*, which exists for the purpose of publishing private persons' sale and exchange advertisements, and an admirable paper it is, having a clever organization for the prevention of frauds. Private ads are taken at a cheap rate, but trade announcements are also accepted for insertion in a separate section of the

paper, and at higher prices. A firm in trade contrived to get some advertisements inserted as private ones, at private rates. The paper found out about it and sued for the difference in price, which was duly awarded, with costs, by the court. This is quite fair, but it looked like a difficult case to win. Of course, the wrong inflicted on the paper by the subterfuge was not confined to the difference in price. It would do the *Bazaar* harm if trade ads could be smuggled in under the guise of private "wants"; but the claim was wisely confined to the actual money involved. The case will no doubt serve as a warning.

* * *

A less important but more amusing case was the prosecution of W. H. Smith & Son, the well-known news venders, for selling indecent prints. Now the Smiths, who handle a large proportion of all the newspapers sold in this country, are squeamish even to prudery about what they will sell—a circumstance that gives piquancy to this prosecution. As a matter of fact (I hope it will not be still *sub judice* by the time these lines get back to England), the case is a very paltry one. Some smart detective had discovered that if you held up to the light a certain page in a weekly paper published here, two pictures combined before the eye of the spectator in such a way as to make a gentleman in one picture appear as though he were rather familiarly caressing a lady in another. Of course, this was an effect which might easily arise accidentally, and could not very well be compassed purposely, since, unless the paper were lithographed throughout, the "lay" of the two sides of the page would be sure to vary perceptibly. As a matter of fact, in a copy of the paper that was shown to me, the lewd effect which outraged the modest soul of that Liverpool detective was not produced at all. But, as Mr. Gilbert sings, "What a very singularly pure young man that pure young man must be," to have found it out at all! I believe America is tolerably "modest," but even Boston hardly reaches *this* standard of pudeity.

* * *

"Agony" column advertisements are perhaps not quite legitimate copy for PRINTERS' INK, but here are the materials for a couple of romances,

culled from the personal advertisements enshrined in that place, which seem worth the reading. The first series seems to tell the vagaries of a wayward daughter. These advertisements appeared in the order given, at intervals of a few days, and each was repeated three times:

MISSING.—LEFT her HOME on Friday Night, about 7.0, GIRL, aged 18, height 5ft. 5in., dark hair and complexion, wearing blue skirt, pink blouse and brown straw hat, probably went in direction of London Bridge or Victoria, intending to seek situation. INFORMATION gratefully RECEIVED on behalf of parents by Akerman and Co., Temple Chambers, Temple avenue, E.C.

VIOLET.—Everything satisfactorily arranged. Pray return at once to your unhappy father or mother, or let Mr Akerman, Temple Chambers, Temple avenue, know where you are. Father waiting in London.

VIOLET.—darling, come and spend day with me as you intended last Saturday. Am still at same address; or will meet you anywhere. Will consult your wishes every possible way. In any case let me know where can send money for your wants. All I have is yours. Rely on me, dearie, and come without an hour's delay.—FATHER.

VIOLET.—Write and say where you will meet either your mother or father. Your wishes as to securing engagement or going abroad to complete education shall be carried out. You have done nothing which needs forgiveness, so communicate your plans at once and so relieve our anxiety. Send telegram or postcard to say you are well.

VIOLET.—Father returned. I propose going Eastbourne. Will you join me? Willing to arrange Continental education or Miss K^{itty} can arrange for medical profession. Wire or write time and place you can see me, in confidence.—MATER.

This is pathetic rather than amusing; there may be a tragedy behind it.

A CONCESSION.

"CHESTER EVENING NEWS,"
Oldest Daily of Delaware County.
537 MARKET STREET,
CHESTER, PA., Aug. 7, 1894.

The ————— Co.:

GENTLEMEN—We would like to name you a special rate for advertising the —————, either the small ad or full column. We inclose you a card of our rates. We will give you a rate of 25 per cent discount and also allow you agent's commission if you place your own business, which would simply cut our rates in half. Ours is a four-page, eight-column paper, but after September will be a six-column, six or eight-page paper. Has a circulation of 3,600 daily, and is the oldest and best established paper in this city and Delaware County. Should be pleased to hear favorably from you.

Respectfully,

CHESTER EVENING NEWS

W.H. Bowen

MRS. HARRIET HUBBARD AYER, who invented the Recamier Cream and was declared insane by a sheriff's jury on March 10, 1893, has been reinstated in the control of her property.

SOME AMERICAN BEAUTIES.

The ladies' plaint that man's untrue
There's surely no denying;
And evermore, from flower to flower,
The winged God is flying.
But, girls, if you would know whose fault
Are wicked Cupid's capers,
Behold your loveliness portrayed
In all the daily papers!

When first I saw Van Houten's maid
Serving the cocoa fragrant,
I vowed that here my heart should rest
Nor e'er again turn vagrant.
But, ah, before the sun had set,
"Syrup of Figs" girl caught me!
Her dimpled arms and graceful pose
Straight to her small feet brought me!

My fickle heart might still be true
To cataract convalescent;
But "cough and sneeze and sneeze and cough"
Made young love evanescent.
Next came the "Seven Sutherlands,"
Perfection I did think 'em,
Until, one rapturous day, I saw
Perennial Lydia Pinkham.

Hood's Sarsaparilla patient I
Admired with great devotion,
Until "that tired feeling" put
Me in another notion.
I loved "Viola Cream" awhile,
But suddenly forgot her,
For vignette on a toilet soap
"Indorsed by Mrs. Potter."

To Madame Ruppert, "Duffy's" girl
And many more I wander;
And thus it is that man is prone
His love, broadcast, to squander.
Fair maids, who view with loud complaint
This tendency alarming,
'Tis all your fault—why will you be
So infinitely charming!

Edna C. Jackson.

WANAMAKER'S ADVERTISING

W. E. Curtis recently had an interview with Mr. Ogden, the managing partner in the firm of John Wanamaker, Philadelphia, concerning the cost of advertising. After remarking that the firm spent between \$300,000 and \$400,000 every year in advertising in the newspapers of Philadelphia alone, Mr. Ogden told Mr. Curtis that the firm does no general advertising. The monthly magazine and the weekly newspaper are of no value except for the mail branch of the business, goods that are ordered and shipped by mail, for according to their theory an effective advertisement must be new and fresh every morning, and contain information of public interest, like the telegrams in a newspaper. The firm never published the same advertisement twice. Their customers, who include almost the entire population of Philadelphia and the suburbs of the city, had been taught by experience to look for their advertisements just as they looked for news of the day—to see what's up. This makes it necessary to have them attractive, interesting and truthful.—*West Chester (Pa.) Republican.*

A GREATER CUTTER THAN THE VIGILANT.

FRIDAY MEDICINE DAY.—Castoria, 14c.; Passo-cola, 3c.; Pond's Extract, 19c.; Listerene, 4c.; Paine's Celery Compound, 9c.; Beecham's Pills, 9c.; Hood's Sarsaparilla, 49c.; Brown's Ginger, 25c.; Carter's Little Liver Pills, 1c.; Vin Mariana, 75c.; Sprudel Caribbed Salts, 49c. JAMMES, 99 Broadway.

—*N.Y. Evening Sun*, Aug. 9, 1894.

LOUISVILLE

Courier-Journal

30,000	DAILY,	30,000
37,000	SUNDAY,	37,000
145,000	WEEKLY,	145,000

LARGEST ISSUE AND SALE

- - AND - -

*The Most Influential Newspaper
Printed South of Philadelphia, Cincinnati
and St. Louis.*



THIS FACT IS OF INTEREST TO ADVERTISERS.



EASTERN OFFICE,

A. FRANK RICHARDSON,
TRIBUNE BUILDING, NEW YORK.

CHARLES AUSTIN BATES,

WRITER FOR BUSINESS MEN,

VANDERBILT BLDG., NEW YORK.

Common sense and a knowledge of human nature are the first requisites in the writer of advertising. After that he needs a facility for combining short, simple words into terse, concise, convincing sentences. Advertising is in earnest. It should be crisp and clear and sensible. I do not claim any great literary ability, but I can generally make people understand what I'm talking about. I'm a business man first. I try to make my ads sell goods. I believe that I succeed in nine cases out of ten. A client wrote me last week, saying: "The ad is perfectly satisfactory. We are not 'enthusiastic' about it, but it is very much better than we have been running."* That's all I promise—I will make the ads better than they have been. *How much better I can't tell.*

Under date of Aug. 7, another client says to me: "The ads received this a. m. are just what we want. You are getting right down to the point we wish to make, and in just the right manner, we think, to sell —. Our recent suggestion you can dispose of as you see fit, for these ads can't be improved upon."

In a letter dated Aug. 6, the same firm says: "We have sold several orders of late, directly traceable to your last circular." That sort of thing pleases me a great deal.

There are really several branches of my business, and while it is sometimes hard to correctly classify the work and to fix a price on it, I have endeavored to cover the ground approximately in the following paragraphs:

MAGAZINE ADVERTISING.

The cost of space in the leading magazines makes the matter of "copy" very important. A quarter page in 6 leading magazines one time costs well onto \$50—an important item. Better spend \$10 to make it effective. That is about what I charge for preparing a quarter page, without illustration; \$15 or \$20 for a half page; \$25 for a page.

GENERAL ADVERTISING.

By that I mean anything outside of the regular retail lines—anything unique, anything requiring special treatment and the use of exclusive ideas. For such ads I charge about \$5 each, or \$25 for 5, though sometimes I have to charge more. I have a number of samples of this kind of work.

MEDICAL ADVERTISING.

I have made something of a specialty of medical ads, circulars and pamphlets. Partly because there is much need of good work in this line and partly because I like the study of medicine and know something about it. I write common sense ads, which are technically correct, and I know of a number of cases in which they have been very effective. For such ads I charge about \$5 each; \$20 or \$25 for a series of 6. A series of 6, 8 or 12 will give the best results. For short circulars I charge \$10. Pamphlets \$25 and more, according to the work involved.

TRADE CIRCULARS.

I have been flatteringly successful in the preparation of circulars for jobbers and manufacturers to send to their trade—circular letters, folders, booklets, etc. They are important, and can be made to pay every time, if the goods are right. In sending out such matter it costs so much for printing and postage that it is really "extravagant economy" not to employ a good writer, either to prepare the matter entirely or to revise and criticize it. Such work varies so much that it is impossible to quote definite prices; \$5 or \$10 for a circular and \$10 to \$25 for a booklet are approximately correct. Send for samples and estimate. —

CATALOGS.

I compile, arrange and write matter for catalogs. This is another place where my charges are insatiable in comparison with the total cost. The ordinary trade catalog is barren of any attractiveness, either in the mechanical effect or in the text. This year's catalog is about like last year's, and two catalogs from different houses in the same line are practically the same thing, differing only in expensiveness. Get out a catalog that will make a ripple all over the pool of trade, that will go clear to the bottom and stir up business you never could touch before—let me help. I arrange the catalog for the printer, so obviating many mistakes and much irritation. I can do this because I was a practical printer for five years. Send for samples and estimates.

RETAIL ADVERTISING.

My book, "Advertising for Retailers," tells the most that I know about retailing. You can tell from it whether you would like my ideas and my work. I'll send it for 25 cents. I write retail advertising for less than any other kind because it is easier to do. Single retail ads are about \$2 each. If I write ten at once, \$1.50 each—if fifty or more, \$1 each.

ILLUSTRATING AND DESIGNING

I have engaged the services of the best all-around pen-and-ink artist I know of. I think he can do better work for advertisers than any other artist. He will occupy a room in my office after September 1st, and I am now ready to give estimates on work for delivery after that date.

STREET CAR CARDS.

I can supply the matter for a car card, can make an original drawing for it, have the engraving made and the cards printed, if you like. Submit pencil sketches first, of course.

PRINTING.

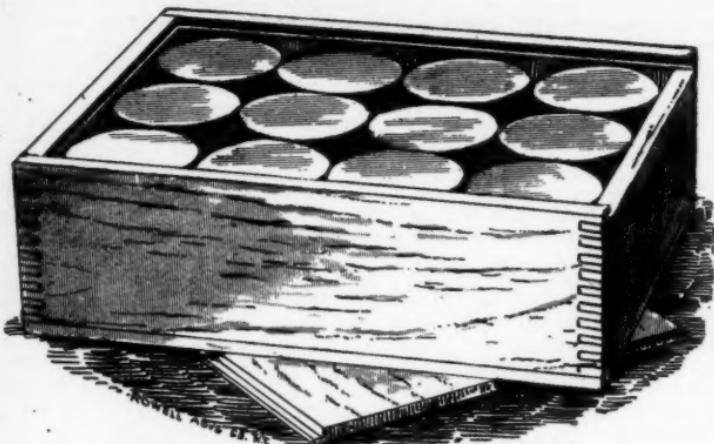
When it is desired I take charge of the printing of circulars, booklets, catalogs, etc., for my clients. My printing is all done by Printers' Ink Press and by Nathan Bros., Lotus Press. I consider these two the best printers in New York. I don't go to "cheap" printers—it don't pay.

CHARLES AUSTIN BATES, Vanderbilt Building, New York.

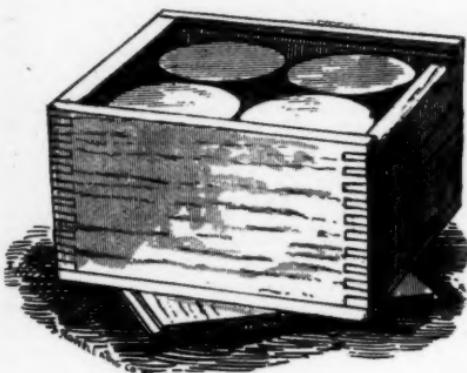
*Since then I have received two new orders from the same firm.

For three dollars you get a dozen $\frac{1}{4}$ -pound cans of the best Job Inks in the world.

Selected colors or made to match.



If your bank account will not stand such a drain, send one dollar and get four cans.



Bigger cans and more of them at the same price, 25 cents for each $\frac{1}{4}$ pound. Best Job Inks ever known.

Send check, or money, or stamps, to

**WM. JOHNSTON, Foreman of Printers' Ink Press,
10 Spruce Street, New York.**

Exceptions—Carmine, Brown, Red, Violet, Purple and Five-dollar Black. For these send 50 cents for $\frac{1}{4}$ -pound cans.

**JOB
INKS**

THE CO-OPERATIVES.

Briefly described, co-operative newspapers are those that are partly edited and printed by a corporation for different papers in various sections of the country. The matter furnished on the co-operative sides of the papers consists chiefly of general news and selected miscellany, together with a line of advertising matter. This matter usually occupies the whole of one side of the paper. The other side is left blank, and is sent in bulk to the local office of the newspaper, where it is filled in with home news, local advertisements, etc.

About 11,000 country weeklies are published in the United States, and of these more than 7,000 are co-operatives. The co-operative associations are as follows :

	NO. OF PAPERS.
Western Newspaper Union.....	2,484
Printing houses in Omaha, Des Moines, Denver, Detroit, Dallas, Lincoln, St. Louis, Topeka, Winfield, Chicago, Kansas City, Fargo, Aberdeen and St. Paul.	
A. N. Kellogg Newspaper Co.	1,952
Printing houses in Chicago, Cleveland, Memphis, Kansas City, Cincinnati, Minneapolis, Wichita, Little Rock and St. Louis.	
Atlantic Coast Lists.....	1,450
Printing houses in New York, Boston, Philadelphia, Pittsburgh, Baltimore, Atlanta, Birmingham and Charlotte.	
Chicago Newspaper Union.....	1,400
Printing houses in Chicago, Milwaukee, Fort Wayne, Madison, York (Nebr.), Sioux City and Indianapolis.	
San Francisco and Northern Pacific Union.....	102
Printing houses in San Francisco and Portland.	

The amount of capital invested by the unions in this work is fully three-quarters of a million. This plan for printing newspapers is of comparatively modern origin. The idea has been claimed by two well-known publishers, and dates back some thirty years. The growth of the co-operatives, it will be seen, has more than kept pace with the growth of the country. When, twenty-six years ago, the total number of newspapers was believed to be between six and seven thousand, the number of co-operatives was probably not more than six or seven hundred.

This increase has resulted, first, from the great saving to the country publisher in cost of publication. It, moreover, enables him to furnish his readers with a better paper, for the co-operative side is ably edited, and every-

thing in it is selected with great care ; and the system has wrought great improvement in the home side of the newspaper in making the composition and press-work to compare more favorably with the side printed in the co-operative office, which always shows the best workmanship.

Papers not co-operative have been obliged, in order to compete successfully with them, to improve their own facilities for type-setting and press-work, and hence to the co-operatives is due, in a large measure, an improvement in the appearance of country weekly papers generally.

At a time when one of the large New York dailies was reduced to two cents and the number of its pages was multiplied, people said it would be a failure, but the result was that other New York dailies were obliged, in order to compete, to increase the number of their own pages, and reduce their price to correspond. This has been true of the country papers in connection with the co-operative printing houses.

The weekly editions of many daily papers have declined of late years in circulation, because of the widespread diffusion of the co-operatives, and in order to compete with them they are offered to subscribers in combination with magazines and other publications at extremely low prices.

When considered from an advertisers' standpoint, the co-operatives offer many inducements that cannot be equaled by any other papers of the same class. They are above the average in circulation, and in several of the principal lists it is shown that 60 per cent of them are the only papers published in their respective towns.

It is claimed by some advertisers that a co-operative paper is not as good for their use as a purely local paper, or as the home side of the same paper.

It is claimed by other advertisers that the co-operative is of more value because the advertisements are set more judiciously and there are not as many of them. These statements are put forth so frequently it is possible there may be some truth in both of them.

For country advertising there can be no question, making allowances for all objections, as to the advisability of using the co-operative lists.

The matter is pretty clearly set forth in the following statement issued by the Atlantic Coast Lists :

PRINTERS' INK.

A LESSON IN ARITHMETIC.

Suppose, for example, you wanted to insert a four-inch electrotype in 1,400 country papers one week:

Cost of 1,400 electrotypes, wooden base	\$168.00
1,400 mailing boxes for the electros...	91.00
Postage on the electros.....	126.00
Wrapping and addressing electros....	25.00
Postage, two letters to each paper.....	56.00
Letter paper and envelopes.....	10.00
Clerical labor and correspondence.....	70.00

\$476.00

Assuming that each paper would charge for four inches but one dollar, \$1,400 would be the advertising bill—add this to \$476—and the grand total becomes \$1,876. For \$266 and one electrotype you can have the four inches inserted one week in the 1,400 local papers of the Atlantic Coast Lists.

The total number of co-operative newspapers in each State, as gathered from the printed catalogues of the various unions, is as follows:

Alabama.....	109
Arizona.....	6
Arkansas.....	131
California.....	91
Colorado.....	143
Connecticut.....	39
Delaware.....	10
District of Columbia.....	7
Florida.....	54
Georgia.....	132
Idaho.....	22
Illinois.....	708
Indian Territory.....	34
Indiana.....	351
Iowa.....	640
Kansas.....	504
Kentucky.....	71
Louisiana.....	70
Maine.....	13
Maryland.....	72
Massachusetts.....	94
Michigan.....	355
Minnesota.....	287
Mississippi.....	119
Missouri.....	398
Montana.....	7
Nebraska.....	499
Nevada.....	2
New Hampshire.....	28
New Jersey.....	77
New Mexico.....	11
New York.....	238
North Carolina.....	75
North Dakota.....	79
Ohio.....	344
Oklahoma.....	103
Oregon.....	47
Pennsylvania.....	266
Rhode Island.....	15
South Carolina.....	35
South Dakota.....	106
Tennessee.....	119
Texas.....	320
Utah.....	8
Vermont.....	22
Virginia.....	80
Washington.....	44
West Virginia.....	62
Wisconsin.....	304
Wyoming.....	16

THE "AD" MAN.

You may talk about your editors who sit in easy chairs
And try to boss the whole machine and put on lots of airs,
And seek to make the people think it's what they have to say
That keeps the business on the move and makes the paper pay;
But don't you ever think it, for the whole truth simply is,
The editor's not in it with that huge conceit of his,
For there's only one essential in the whole newspaper plan—
Success depends alone upon the advertising man.

—Nixon Waterman, in *Chicago Journal*.

PATRIOTIC SCHEME.

A La Salle street cigar man, who is constantly resorting to schemes to attract the crowd, hung in his window the first stanza of "America," and then wrote at the bottom of it that the present is a good time for patriotic people to whistle the air. It was curious to notice that quite a number of men hummed it as they walked along.—*Chicago Herald*.

SECOND-CLASS MATTER TO NON-SUBSCRIBERS.

It has been the practice of some publishers to send by mail, at pound rates, copies of their publications addressed to delegates to the conventions of various trades and professions that are frequently held at points convenient for that purpose. The post-office department has decided that such copies, not being sent out in fulfillment of subscriptions and not coming within the definition of "sample copies," as given by the Postal Laws and Regulations, are subject to the four-ounce rate of postage, which must be prepaid by stamp affixed. Superintendents and others to whom this order applies are expected to see that it is strictly enforced.



IT WAS NOT NECESSARY.

Old Spinster—Were you going to pin that on me, you bad boy?
Boy—No; I was going to put it in the window. Anybody can see what you want without a sign.—*Judge*.

THE PRICE OF THE TORONTO DAILIES.

ROY V. SOMERVILLE,
Special Agent for U. S. Advertising in
Preferred Canadian Papers.
TIMES BUILDING, 41 PARK ROW,
NEW YORK, August 9, 1894.

Editor of Printers' Ink:

DEAR SIR—Park Row's letter in your last issue, with regard to the selling price of the Toronto *Globe*, *Mail* and *Empire*, conveys an erroneous idea.

In Toronto and generally throughout Canada there is very little news-stand or newsboy sale, especially of morning papers, and I am safely within the mark in saying that nine-tenths of the total circulation of the three papers mentioned is delivered each morning by the carrier system to actual yearly subscribers.

The street or news-stand sale of the later and cheaper editions is of very small proportions.

Yours truly,
ROY V. SOMERVILLE.

Mr. Somerville knows all about the habits of the Toronto people. When he asserts that as a general rule they pay two or three cents on yearly contract for a paper that can be had for one cent a day when wanted, he knows exactly what he is talking about. Many people suppose Canadians to be prudent and canny. It appears, however, that they are among the most open-handed people in the world.

♦♦♦
A MINNESOTA VOTE ADVERTISEMENT.
ST. PAUL AND DULUTH RAILROAD.
Land Department.

ST. PAUL, Minn., August 5, 1894.

Editor of Printers' Ink:

DEAR SIR—The inclosed card was handed me by a politician during a recent election in this city. It seems a little out of the ordinary.

Yours truly,
JAMES ROAN.

VOTE FOR

JAMES W. FISHER | X

For JUSTICE OF THE PEACE—At Large,

And ask your friends to do so.

Old Settler—25 years. 13 years in Fur Trade, 4 years Alderman, and 5 years Assistant Building Inspector, and NOW in DISTRESS.

♦♦♦
AN OREGONIAN ADVERTISEMENT
CURIOS.

PORTLAND, Ore., Aug. 6, 1894.

Editor of Printers' Ink:

I think this, from the "To Exchange" columns of a Portland paper, worthy of publicity in your columns, as a curiosity.

T. R. WALL.

♦♦♦
A GOOD DRIVING HORSE FOR LADY, AND
A new buggy for real estate; small incumbrance no objection; state full particulars.
Box 77, city.

REMARKABLY GOOD—FOR DETROIT.

DETROIT, Mich., Aug. 9, 1894.

Editor of Printers' Ink:

A local drug store exhibited a new line of cork-screws in their window recently and the following sign was displayed:

♦♦♦
A 35c CORK-SCREW FOR 10c.

We do this to draw trade
(not corks).

Yours respectfully,
WILL H. HOUGH.

♦♦♦
THE MACY OF COLORADO.

LOVELAND, Col., Aug. 21, 1894.

Editor of Printers' Ink:

In a pleasant, clean and original little store in Arkins, not far from here, is a sign which reads:

♦♦♦
GARDEN RAKES AND SAFETY PINS.

I consider this to be one of the leading conglomerations of the century.

W. L. THORNDYKE.

♦♦♦
CELEBRATION, OR WHAT?

Editor of Printers' Ink:

The following was clipped from a leading Montreal paper:

On account of the death of the senior partner our establishment will re-open Wednesday morning.

♦♦♦
NO CHANGE.

PHOENIX, Ariz., Aug. 9, 1894.

Editor of Printers' Ink:

G. W. Melvin, hardware merchant, has continued an advertisement in the Lancaster (Mo.) *Excelsior* without the change of a word since 1866, and is still running it.

S. PALMER.

♦♦♦
VERY UNIQUE.

HAMILTON, O., Aug. 4, 1894.

Editor of Printers' Ink:

Inclosed is an "ad" of one of our bicycle dealers, which I think very unique. What is your opinion of it?

ROBY H. FISHER.



♦♦♦
YES.

If a thousand copies of the *Herald*, *Tribune* or *Post* were to be printed on an extra fine quality of paper and offered for sale at say ten cents each, are there a thousand people in New York sufficiently luxuriant or extravagant in their tastes to insure the sale of the edition at that price?

PRINTERS' INK.

ADVERTISING IN THE TROPICS.

In Jamaica I had a man carrying my specimen box, one day, says a writer in the N. Y. *Sun*, whose sole garment was a flour sack branded in red and blue:

SMITH'S
NEW PROCESS
XXX
FAMILY FLOUR.

Warranted Full Weight.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

SUNBEAMS, FOR THE LITTLE FOLKS.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

S MALL half-tone cuts. Send proofs and prices. DUPORT No. Elm St., Westfield, Mass.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

A GENTS wanted. Samples and terms free. Send A/c postage. WANK MFG. CO., Fremont, O.

N EW borders for effective advertising display. NELLSMITH, 180 Washington St., Boston, Mass.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

A N accomplished and successful editor wishes to invest in a daily newspaper, Southern preferred. Address "INVESTOR," Box 672, N. Y.

WANTED—To buy Ind. or Rep. newspaper and job office, or job separate, in town of about 10,000 or upwards. "C. 26." Lord & Thomas, Chicago, Ill.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

GOOD printer or ad solicitor can secure steady situation by buying few hundred dollars' worth of stock in paying paper near New York. "F. S. B.," care Printers' Ink.

"SMALL TALK ABOUT BUSINESS!"

"SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c, cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

WANTED—Man acquainted with general advertising to purchase an interest in a general advertising agency, desirably located, well established and doing a good business. Price very reasonable. Address "S. F. L.," care W. E. Scott, 114 Nassau St., N. Y.

A GENTLEMAN familiar with the details of book making, the publication and promotion of magazines, and experienced in the management of canvassers, desires a position with a publishing house or magazine. Address "HART," care of Printers' Ink.

A COMMERCIAL traveler, who can sell any line, particularly pharmaceutical goods, accustomed to earning \$4,000 to \$5,000 a year, is open to engage with a first-class house. Salary and commission from September first. Address, in first instance, MORGAN NELSON, Greenport, Long Island.

A OFFER FOR BUSINESS MEN.—An elegant and engraved plate for letter head, only \$7.50. Special design. People judge by your printed matter. See to it that it produces a favorable impression. Give exact size and wording and I'll submit a sketch. No charge if not accepted. W. ROSELEY, Box M, Elgin, Ill.

CASH PAID FOR STORIES—Stories, sketches, poems, pictures, etc., wanted for the Christmas number of a wide-awake trade paper. The edition is to contain 100 pages of original and finely illustrated matter. Liberal prices paid for accepted articles. Full particulars and hints given on application. Address "H. E. H.," care Printers' Ink.

WHAT can we do for you in Washington! Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 919 F St., N. W., Washington, D. C.

A DVERTISING SOLICITORS, printers and publishers, for years *Ideal Masterpieces* has been the finest illustrated advertising sheet on the market. The 1894 edition is no exception. Newspaper publishers will find it an elegant sheet to use as a Christmas supplement, and merchants and advertising agents for fall and holiday trade. We sell to but one party in a place. Send stamp for sample copy and prices. GRIFFITH, AXTELL & CADY CO., embossers, Holyoke, Mass.

WE have it and you want it! What is it? Pigs in Clover a back number. It is on everybody's mind. The newspapers are full of it. 13-14-15 not in it. The great National Issue Fazie: Free Trade vs. Protection. Contains 16 faces (half-tone) 1894 Presidential favorites, a beautiful work of art, national colors and emblems. Very entertaining and interesting, it affords amusement for young and old. Price of sample copy, by mail, 15 cents. UNIQUE ADVERTISING SPECIALTY CO., No. 317 Hammond Bldg., Detroit, Mich.

A N experience of seventeen years in the business office of a weekly of world-wide reputation, with the largest circulation of its class, ought to be worth something. Advertisers may now have the benefit of this experience at merely nominal cost. If you will send me a printed slip of your ad I will return it at once with such comments and criticism as will probably enable you to improve the effectiveness of the ad. For this my charges are reasonable, viz.: Nothing for the first ad; two dollars each for subsequent ads, if they do not exceed the space of a page of the *Century* or *Harper's*; five dollars each for larger ads. WM. KOHN, 2115 West Norris St., Philadelphia, Pa.

SPECIAL WRITING.

T HAT tired feeling is cured by my "ed. copy." It makes the editor laugh. G. T. HAMMOND, Newport, R. I.

STREET CAR ADVERTISING.

J OHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

W RITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

F OR Street Car Advertising, everywhere GEO. W. LEWIS CO., Girard Bldg., Phila. Pa.

B IG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

ADDRESSES AND ADDRESSING.**S.** T. NICHOLAS.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

R. H. JOHNSTON, advertising distributor.
153 Franklin Ave., St. Louis, Mo.

MISCELLANEOUS.**S.** T. NICHOLAS.**U**SE the Persian Corn Cure.**G**OOD HOUSEKEEPING. Excellent.**G**OOD HOUSEKEEPING. Excellent.**S**UNBEAMS, FOR THE LITTLE FOLKS.**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VAN BIBBER'S
Printers' Rollers.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

ADVERTISING AGENCIES.**A**LL indorse ST. NICHOLAS.**A**LL take ads for VICK'S.**A**LL take ads for VICK'S.**A**LL take ads for VICK'S.**A**LL take ads for VICK'S.**A**LL take ads for VICK'S.**S**UNBEAMS, FOR THE LITTLE FOLKS.**A**GENCIES know GOOD HOUSEKEEPING.**A**GENCIES know GOOD HOUSEKEEPING.

GEORGE S. KRANTZ, special advertising agent for N. Y. dailies. 105 W. 14th St., N. Y.

ADVERTISING. City and country papers. See GEO. W. PLACE, 55 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; 29 rate. FLETCHER ADV. AGENCY, Cleveland, O.

TH E INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

If you wish to advertise anything anywhere at any time, write to the GEO. P. BOWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor. 132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

SUPPLIES.**V**ICK'S MAGAZINE supplies customers.**V**ICK'S MAGAZINE supplies customers.**V**ICK'S MAGAZINE supplies customers.**V**ICK'S MAGAZINE supplies customers.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. TRY ST. NICHOLAS.

"STONG SLAT" cases, wood type and borders. My prices will suit customers. HEBER WELLS, 157 William St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addressed inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

HARD times prices for printing. Good linen paper, per 1,000; Letter heads, \$2.00; note heads, \$1.00; bill heads, \$1.00; circulars, \$3 $\frac{1}{2}$; \$2.00, \$1 $\frac{1}{2}$; \$1.40, \$2 $\frac{1}{2}$, 60c. In lots not less than 5,000. Express prepaid. ALBERT B. KING, 87 William St. N. Y.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 16 Spruce St., New York.

ADVERTISEMENT composition, comment and criticism. An 88-page pamphlet, giving 68 designs for setting one advertisement, list of competitors, report of judges of award in competition, and letters referring to contest. Better address "90 Ideas" book. By mail, 25 cents. Address INLAND PRINTER CO., 212-214 Monroe St., Chicago.

PREMIUMS.

VICK'S MAGAZINE (200,000) is an attractive premium. 38 Times Building, N. Y.

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VICK'S MAGAZINE (200,000) is an attractive premium. 38 Times Building, N. Y.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

ROOT'S Home Repairing Outfit. Best premium ever offered in exchange for advertising. ROOT BROTHERS, Medina, O.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 348 Wabash Ave., Chicago, Ill.

ADVERTISING MEDIA.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 335 W. 51st St., N. Y.

A DVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

B IG puller. 5,000 mail buyers and agts. reached. 5c. a line. AM. HOME JOURNAL, Easton, Pa.

M ODERN MONEY-MAKER goes monthly to 3,000 agents. 10c. a line. Minneapolis, Minn.

5,000 ADVS. readers mo. 5c. a line. Big results. AM. HOME JOURNAL, Easton, Pa.

H ARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

I COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

T HE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

A NY person advertising in PRINTERS' INK A to the amount of \$10 is entitled to receive the paper for one year.

D OMINION Newspaper List (60 weekly papers). Sworn circulation 33,236. CANADA READY PRINT CO., Hamilton, Ont.

A DVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CRIPES' COMMERCIAL REPORTER, Marion, Ind.

A DVTS. placed in each of 140 local weeklies; A 75c. a line a week. Only one electrolyte needed. UNION CO., 15 Vandewater St., N. Y.

T HE METROPOLITAN AND RURAL HOME, N.Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

T HE HEARTHSTONE, 225 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

A DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

"Y OUR paper is a hustler for orders."—J. J. Bell. This refers to PARK'S FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

F RATERINITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

B ECAUSE the Democratic party has gone mad there is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to W. F. WHEELER, 18 & 20 Rose St., N. Y.

ADVERTISEMENT CONSTRUCTORS.

D IXEY.

S T. NICHOLAS.

B RETT'S ad, page 290.

"B USINESS BULLETS," my booklet, is yours for 5c. JED SCARBORO.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

A DS that are read. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

W E have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

"B OOK of ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

U NIQUE ads, crisp catch-phrases, convincing circulars and booklets, business jingles, pithy paragraphs for car signs and effective "readers" carefully prepared. Get my booklet—5c. stamp pays for it. Might roughly outline what you require and let me furnish figures. JED SCARBORO, Box 68, Station W, Brooklyn.

F ROM \$3 to \$5 is too much to pay for having an ad written. 50c isn't enough to secure careful, thoughtful work. My charge is \$1 for retail and medical ads. For that much money I can devote enough time to do really meritorious work. And remember this: You pay only when satisfied with the ads. BERT M. MOSES, Box 233, Brooklyn, N. Y.

I WILL write 13 ads (a 3 months' service of weekly changes) for any retail business, and supply an outline cut for each ad, for \$30. This applies only to the regular retail lines, and I reserve the right to decline any order. Send particulars of business, copies of old ads and suggestions, if you have any to make. CHARLES AUSTIN RATES, Vanderbilt Bldg., New York.

Y OU want more business; so do I. My clients say that my ads bring business. Certainly they are business strangers from the shoulder, and no novelties. Want to know what they'll do for you? My prices set as low as anybody's. I'd like to have you write me and see if I can hit your case, in either retail or general ads, circulars, booklets, catalogues, etc. WOLSTAN DIXEY, 36 World Bldg., New York.

ADVERTISING NOVELTIES.

S UNBEAMS FOR THE LITTLE FOLKS.

A DVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

S EWING machine will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

C LOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

T IME saver, the latest copyrighted advertising novelty. Exclusive right in a city to first comer. Samples, 5c. Permanent. LANDON PTG. CO., Columbus, Ohio.

F OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER INSURANCE.

I NSURE present and future business by using ST. NICHOLAS.

I LLUSTRATORS AND ILLUSTRATIONS.

S T. NICHOLAS.

F OR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

D RAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

ELECTROTYPE.

	TO LET.
VICK'S MAGAZINE, N. Y.	Space.

After you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beekman St., N. Y.

GET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. WM. T. BARNUM & CO., New Haven, Conn.

Pay \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

The best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electro. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

You may write your own ads, but one thing sure — you can't make your own cuts. Think of us: \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

CELLUTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutype and cellutype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

FOR SALE.

ADVERTISING space in ST. NICHOLAS.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FORSALE—Paying independent country weekly of 1,000 sword circulation, in best section of Illinois. C. A. MURDOCH, Abingdon, Ill.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

FOR SALE—One-fourth or one-half interest in a morning newspaper in a live, progressive town. Only morning daily. Owns Associated Press franchise, and is making money. A rare opportunity for good newspaper man. For particulars address "A. B. C.", P. O. Box 38, Dallas, Texas.

DAILY NEWSPAPER FOR SALE—The only Democratic morning daily in a city of 80,000 population can be bought for half its real value. Established over 40 years, and doing a paying business. Have the best reasons for selling. Exclusive United Press franchise. For particulars address "B. D. H.", Printers' Ink.

NEWSPAPER FOR SALE. I offer for sale a daily newspaper in one of the great cities of the country. It is old-established, and is well known, not only in its immediate neighborhood but the country over. Its traditions are clean and honorable.

It has come into the possession of a man who has abundant other business and who knows nothing of newspaper management. Therefore he wishes to sell it.

Let me be entirely frank and say that, as at present managed, the paper is barely paying its way. But that doesn't alter the fact that the property can be made, by the right man, one of the most prosperous in the country.

Knowing all the facts as I do, if I had the capital I would buy it myself. As I haven't, I'm acting as broker to sell the paper.

For any man of thorough newspaper training, who can command sufficient capital, this opportunity is *one in ten thousand*.

Any one who means business may appoint an interview by addressing "NEWSPAPER," care Printers' Ink.

VICK'S MAGAZINE. Space.VICK'S MAGAZINE. Space.VICK'S MAGAZINE. Space.VICK'S MAGAZINE. Space.

ADVERTISING space in ST. NICHOLAS.

GOOD HOUSEKEEPING. Space. G. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. G. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. F. HOWELL & CO.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT.

NO other paper covers Eastern Connecticut as well as THE DAY, New London.

WEEKLY **TIMES: Hartford, Conn.**

THE DAILY UNION.

BRIDGEPORT, CONN.

MORNING. EIGHT PAGES. ONE CENT.

Circulation, 7,300.

Best advertisers use it—they know its value.

N. Y. Office, 620 Vanderbilt Building.

O. L. MOSES, Manager.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 50,000. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,500 circulation.

PERRY LUKESEN, JR., New York Representative,
73 Tribune Building.

DISTRICT OF COLUMBIA.

BELT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

KENTUCKY.

STOCK FARM is no sporting paper. It reaches owners of horses.

MAINE.**BANGOR COMMERCIAL.**

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

MASSACHUSETTS.

40 WORDS, 6¢, 50 cts.; \$1.50 for 1 mo. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

DAILY GLOBE, ISSUED
FALL RIVER. EVERY
EVENING

Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED ISSUE
OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.

WM. H. HANSCOM, Business Manager.

MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

40,000 PROVED CIRCULATION for only 15¢ a Line. Sample copies and proof of circulation free.
"ONCE A MONTH." DETROIT, MICH.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Minneapolis,
Minn.
Woman's Home Paper. Pays Advertisers.

DULUTH. Population to-day, 75,000. The most prosperous city in the country.

THE NEWS TRIBUNE
IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative, 73 Tribune Building, N. Y. City.

MISSOURI.

HEROLD DES GLAURENS, St. Louis, Mo. Est. 1860. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50¢ per agate line. Established in 1880.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW JERSEY.**THE EVENING JOURNAL,**

JERSEY CITY'S

FAVORITE FAMILY PAPER.
Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.**S. T. NICHOLAS.**

THREE trial lines 25¢. in Watertown (N. Y.) HERALD—30,000 readers.

VICK'S 200,000. East of Rockies, 184,519. Fact.

FOR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

POWELL accords THE LE ROY GAZETTE largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi weekly JOURNAL.

THE LADIES' WORLD has had a paid average circulation (January to June, inclusive) of 363,750 copies per issue. No sample copies, but all circulation paid for in advance. Circulation will be still larger for last half of '94. Send for a copy and an estimate. S. H. MOORE & CO., New York.

F. M. LUPTON'S popular periodicals, THE PEOPLE'S HOME JOURNAL and THE ILLUSTRATED HOME GUEST. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 108 & 110 Reade St., N. Y.

A COMPARISON

During 1893 the New York EVENING POST contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

**ADVERTISING IN
TEXAS SIFTINGS**
PAYS

REDUCED TO 10C.

GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75¢ per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

**THE OLDEST, LARGEST AND
MOST INFLUENTIAL**
PAPER OF THE CLASS PUBLISHED.

Being on the right side of the fence, politically,
its circulation will be larger this year than ever.

For all matters relating to advertising, please address

D. W. VAN DEREN, Advertising Manager
17 Barclay Street, New York.

It is the paper of unstable circulation that is willing to make concessions on advertising rates.

"LIFE" never varies its price for advertising.

INFLUENTIAL NEWSPAPERS ARE THOROUGHLY READ.

THIS MAKES THEM THE BEST ADVERTISING MEDIUMS.

Such Newspapers are the

Daily Press & Knickerbocker AND SUNDAY PRESS.

Press-Room Open to Inspection of Advertisers.

BEST EQUIPPED NEWSPAPER PLANT
IN ALBANY.

OHIO.

MUSKINGUM FARMER for Southeastern Ohio. \$5 an inch this year. Zanesville, Ohio.

DAYTON MORNING TIMES and EVENING NEWS. Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR, 7,000 daily, 5,200 weekly. Leading newspaper in Eastern Ohio.

THE TOLEDO EVENING NEWS leads its competitors in local circulation—11,000 daily.

THE AMERICAN FARMER and FARM NEWS is guaranteed by Rowell's Newspaper Directory and PRINTERS' INK to have the largest circulation of any monthly in the State of Ohio, and the second largest circulation of any monthly agricultural journal in the world. The ad rate is low, and advertisers tell us that it pays them. GEO. S. BECK, Eastern Manager, 193 World Bldg., New York City.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

THE BEST LOCAL DAILY in Pennsylvania is the CHESTER TIMES. 30,000 desirable readers in the garden spot of the Keystone State. WALLACE & SPROUL, Chester, Pa.

INTELLIGENCER—DAILY and WEEKLY, Doylestown, Pa.
For guaranteed circulation see Rowell's Directory. Always the leaders.
Always best medium for advertisers' purposes.

RHODE ISLAND.

NEWPORT DAILY NEWS, a high-class paper for best readers. Established 1846.

VIRGINIA.

THE RAPPAHANNOCK TIMES, published weekly at Tappahannock, Va., is the only paper in the 39th Senatorial District, comprising five prosperous counties. Sample copy and adv. rates on application. All home print and popular.

WASHINGTON.

SEATTLE TELEGRAPH

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WASHINGTON—In its issue of August 29th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Washington?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

WEST VIRGINIA.

WEST VIRGINIA—In its issue of August 29th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of West Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

WISCONSIN.

EXCELSIOR, Milwaukee. The leading German Catholic newspaper in Wisconsin.

ACINE EVENING TIMES, Racine, Wis. Circ'd under oath exc'd 2,000 paid copies each issue.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

WISCONSIN—In its issue of September 5th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

WYOMING.

WYOMING—In its issue of September 5th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

SO. & CEN. AMERICA.

P PANAMA STAR & HERALD.

CANADA.

DOMINION OF CANADA—In its issue of September 12th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

If You

Wish a page advertisement
In Printers' Ink Year Book

in position
Opposite Reading Matter

You can have it for \$100.

If you wish it in position opposite
the papers of your State,
or of your class,

You can have it for \$125.

If you wish it in position opposite
the page where your own
paper is listed

You can have it for \$150,

provided the position has not been sold
when your order comes to hand.

This page (inside the rule) shows the size of a page ad.

If you wish a colored insert, printed on
both sides, and will furnish the insert (21,000
of them) it will be inserted for \$200.

Address all communications

to

PRINTERS' INK YEAR BOOK,

10 SPRUCE ST.,

NEW YORK.

- THE -

Printers' Ink Year Book

FOR

* 1894 *

ARE YOU IN IT? ▶

YOUR CHANCE IS
LESS THAN ONE IN FOUR!

There are 20,169 newspapers catalogued in the American Newspaper Directory. Of these 4,465 only will be recapitulated in the Printers' Ink Year Book.

The Year Book will only deal with papers credited by the American Newspaper Directory with circulations in excess of 1,000 copies each issue.

The Year Book arranges its State lists and its Class lists of newspapers in the order of the circulations accorded them; the largest circulations are named first.

It will contain about 600 pages, and will be sold for one dollar a copy. Send ten cents extra for postage, unless you are a subscriber to PRINTERS' INK.

The system of putting the biggest circulation ratings at the top will bring them into bold relief, and doubtless prove that the American Newspaper Directory, upon which the Year Book is based, is very far from perfection. Its principal claim to attention, like Mr. Porter's census, is doubtless to be found in the acknowledged fact that there is nothing else so good that can be used in its place.

As less than one-sixth of the publishers of newspapers avail themselves of the opportunity to place on file a statement of actual issues, it is reasonable to suppose that the ratings assigned by the Directory are generally higher than the publisher would claim.

The number of newspapers has become so great that advertisers are compelled to make choice among them.

No publisher of a paper of preeminent merit can afford to miss a good opportunity for asserting and maintaining his claim to special excellence, and keeping it before the eyes of advertisers.

Such an opportunity will be offered by the Year Book, which will have a very wide circulation among advertisers.

Every subscriber to PRINTERS' INK is entitled to a copy without charge beyond his annual subscription.

The first edition of the Year Book will be 20,000 copies. It will be ready for delivery on Wednesday, Nov. 28th.

To publishers desiring advertisements in the Year Book, space will be assigned at the rate of \$100 a page; \$50 for half and \$25 for a quarter page, with an advance of 25 per cent for special positions, if granted.

Some positions will be held at a higher price, to be fixed upon by special arrangement.

No other book of this sort ever had one-half the circulation and sale that is already assured for the Year Book.

No other book ever had its contents so arranged as to bring largest circulations into such conspicuous notice.

Publishers should also remember that the circulations in the Year Book are for 1893, while what advertisers will be most interested in learning next November is, What will be the circulation in 1895?

THIS CAN BE TOLD IN AN ADVERTISEMENT.

No publisher who has anything to say can find so good an opportunity to say it so conspicuously, so continuously and so cheaply as by using a page in the Year Book at the cost of \$100, or \$25 for a quarter page.

Address all orders to

PRINTERS' INK YEAR BOOK,

10 Spruce Street, New York.

From papers *not* entitled to a place in the Year Book lists, advertisements are *not* solicited. More than 15,000 papers named in the American Newspaper Directory are omitted from the Year Book.

PRINTERS' INK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.**13th** Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.**13th** Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.**13th** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at five dollars a hundred.**13th** Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.**13th** If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks,	=	16,350 copies
Last issue,	=	18,800

NEW YORK, AUGUST 22, 1894.

WHEN an advertiser has learned what not to do, he has mastered half the business.

PEOPLE will talk. If you advertise your good points they will talk well of you. If you do not, look out.

CYNICUS says that a woman's idea of journalism is writing up somebody who will write her up in return.

IT is better to spend a little money in advertising now than to sell a lot of shop-worn goods below cost later on.

Now that the tariff matter is settled, advertisement solicitors expect to gather in numerous long promised contracts.

As the rewards for successful advertising grow larger, greater knowledge, skill and experience are required to secure them.

NATURE has her immutable laws. If a man does not exercise his blood becomes sluggish. Neglect to advertise has the same effect on trade.

THE Rochester Lamp Co. recently received an order for a lamp from a person in India who had read of its merits in a copy of a paper four years old.

WHEN people see your name constantly in the paper they begin to believe they know you; and it is but a short step from acquaintance to patronage.

NO MATTER how the Republican newspapers may denounce President Cleveland, most of them say all manner of nice things about his baking powder.

It is asserted by one of the partners that the firm of John Wanamaker spends not less than a thousand dollars a day for advertising in the Philadelphia papers alone.

THE publisher who makes a practice of sending his worst printed copies to exchanges and advertising patrons, will neither gain reputation nor advertising by such a course.

A RESIDENT of a Fifth avenue boarding house on a recent Sunday morning was heard to regret that church advertising in New York should be confined to such a high-toned medium.

TWO-THIRDS of the spaces in the cars of the elevated railroad in New York City are unoccupied, notwithstanding that the rate of charge for advertising has been materially reduced of late.

IT has been asserted that more money is spent in newspaper advertising in Australia in proportion to its population—which is four million—than in any other country in the world.

A TRADE journal with a thousand subscribers often has a greater number of readers of the sort the advertiser wishes to appeal to than the daily paper circulating a hundred thousand copies.

A COUNTRY editor thinks that he has a grievance against the Newspaper Directory. Because his subscribers pay in vegetables, fire-wood, etc., he asserts that he is entitled to a place in the list of "trade journals."

ALMOST every kind of advertising has been tried with success, and almost every kind of advertising has been tried without success. The secret is in selecting the kind of advertising for the business it is best adapted for. It is easy if you know how; but the trouble is *you don't*.

LOOK around among your acquaintances, and if you see some close-fisted merchant that underpays his clerks and will walk a mile to save car far, who is spending hundreds of dollars in advertising, you can safely wager that it pays.

THE trans-Atlantic steamship which succeeds in smashing the record may have jeopardized the lives of all the passengers, but, in view of the many thousand dollars' worth of free advertising it secures, the owners probably consider the jeopardizing is justified.

MR. JOHN P. MCGAHAN, a newspaper compositor, sends PRINTERS' INK an advertisement of S. K. Chambers & Bros., lumber dealers of West Grove, Pa., which he put in type in 1885, and which has appeared in every issue of the West Grove *Independent* since that time until a couple of weeks ago, when it fell to McGahan's lot to reset the matter, which had for nine years appeared weekly without any change whatever.

THE San Francisco *Traveler*, a very pretty paper, furnishes a half-tone print of a donkey who didn't advertise in the *Traveler* "because he was an ass." In another place, the same donkey pronounces the *Traveler's* ads "the tastiest he has found." It would appear that the *Traveler* "burro" was in fault at one stage or the other, but we are not quite able to decide which. There is one thing about which we are certain. No paper with a very large issue ever goes to the expense of printing its title page in two colors. Perhaps, however, the *Traveler* don't claim a very large issue. It's real pretty, anyway.

THE *Northwestern Miller*, a trade paper, published at Minneapolis, and accorded by the American Newspaper Directory a weekly issue of exceeding 2,250 copies, the accuracy of which rating the manager will neither admit nor deny, is actually in receipt of an income of \$60,000 a year from advertisements. The correctness of this statement is asserted by Mr. W. C. Edgar, the business manager. It is generally understood that Mr. C. M. Palmer, long the publisher of the San Francisco *Examiner*, is the principal owner of the *Northwestern Miller*, and that it is the most valuable paper of its class in the United States.

By the time an inexperienced advertiser has lost all his money he has usually acquired a certain amount of information in regard to a few of the points he was "thoroughly well posted on" when he entered the advertising field, but he does not know it all even then.

IN going through the out-of-town newspapers the scissors editor of PRINTERS' INK is constantly clipping out advertisements which he thinks may be deemed of sufficient merit to justify their reproduction in the "Little Schoolmaster's" retail department, only to discover that these specimens of the advertisement writing art originated in that department as ready-made ads.

WHEN a catch phrase has become associated in the public mind with the article it helps advertise it cannot but secure a good deal of publicity for the article, which the advertiser does not have to pay for. A notorious "joke" producer of New York boasts that he has sold to the various humorous publications no less than 75 "jokes" based on a catch phrase used in the advertisements of Hoods' sarsaparilla.

THE long lists of journals published in the interests of trades, professions and industries, as given in PRINTERS' INK, are a surprise to most people. Nine out of ten class journals are unknown to the general public, although some of them are vastly influential in their own field.

A PROMINENT general advertiser of New York City recently pointed out to a representative of PRINTERS' INK the lack of originality which characterizes the advertisements of the various life insurance companies, and he showed how easy it would be for a bright advertisement constructor to make life insurance ads particularly readable and interesting.

THERE are 1,853 daily newspapers in the United States. Of this entire number 244 are believed to print over 1,000 copies each issue, and 1,609 are believed to print less than 1,000 each issue. The aggregate circulation of the 244 figures 5,676,790 copies daily, while it is doubtful if the remaining 1,609 combined print more than one-fifth of that number.

PRINTERS' INK.

THE Agricultural Epitomist, of Indianapolis, to impress advertisers with its value as a medium, sends envelopes containing testimonials from patrons. Each envelope is marked "Opened by mistake," has a canceled postage stamp attached, and is inclosed in another envelope before being mailed.

THE New York Sun, referring to the milk depots conspicuous in the public parks, bearing the name of Nathan Strauss, says: "Some men would give a million dollars to have their name appear on a sign in every public park in this city."

THE New York Commercial quotes the wife of an Arctic explorer: "Mr. Wellman told me, before he went, not to believe any rumors, as he would be likely to start them himself," and advises the public to go slow about buying mourning for a man known to be seeking the North Pole with a view of cutting it up into chunks and syndicating it to the newspapers. Advertising in the reading columns under scare heads is of the very best sort, as is well known to members of the dramatic profession and to promoters generally.

VERMONT.

The short essays on how to advertise in a State, now appearing weekly in *PRINTERS' INK*, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 332,422; issues 80 newspapers, 3 daily. Area, 9,135 square miles. Inhabitants to the square mile, 34.75.

The cities having over 5,000 population are:

Burlington.....	14,590
Rutland.....	11,760
St. Albans.....	7,771
Brattleboro.....	6,862
Barre.....	6,812
St. Johnsbury.....	6,567
Bennington.....	6,391

The following is a complete list of Vermont papers accorded over 1,000 circulation.

Circulations to which the asterisk is attached may be relied upon absolutely.

DAILIES.

Burlington.....	Free Press.....	3,744*
Rutland.....	Herald.....	2,250

WEEKLIES.

Brattleboro.....	Windham Co. Ref'r	4,000
Burlington.....	Free Press.....	4,000

Montpelier.....	Argus and Patriot.....	4,000
Brattleboro.....	Vermont Phoenix.....	3,837*
Burlington.....	Clipper.....	2,470*
Lyndon.....	Vermont Union.....	2,400*
Bellows Falls.....	Times.....	2,250
Ludlow.....	Vermont Tribune.....	2,250
Montpelier.....	Vermont Watchman and State Journal.....	2,250
Rutland.....	Herald.....	2,250
St. Albans.....	Messenger.....	2,250
West Randolph.....	Herald and News.....	2,250
Windsor.....	Vermont Journal.....	2,250
Barton.....	Orleans Co. Mon'r.....	2,220*
St. Johnsbury.....	Caledonian.....	2,018*
Middlebury.....	Register.....	1,850*
Rutland.....	Sunday News.....	1,350*
Wilmington.....	Deerfield Valley Times.....	1,100*

SEMI-MONTHLIES.

Brattleboro.....	Holstein-Friesian Register.....	4,000
	Our Prison Light.....	2,803*

MONTHLIES.

Montpelier.....	Vermont Miss'y.....	2,250
West Randolph.....	Young American.....	2,250
Wilmington.....	Vt. Farm Journal.....	2,250
Newfane.....	Our Home Guards.....	1,220*

Agriculture is the principal industry of the State, but manufactures are growing in importance.

VIRGINIA.

The short essays on how to advertise in a State, now appearing weekly in *PRINTERS' INK*, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population—white, 1,020,122; colored, 635,858. Total, 1,655,980. Issues 270 newspapers, 30 daily. Area, 40,125 square miles. Inhabitants to the square mile, 39.

The cities having over 10,000 population are:

Richmond.....	81,388
Norfolk.....	34,871
Petersburg.....	22,680
Lynchburg.....	19,709
Roanoke.....	16,159
Alexandria.....	14,339
Portsmouth.....	13,268
Danville.....	10,305

The following is a complete list of Virginia papers accorded over 1,000 circulation.

Circulations to which the asterisk is attached may be relied upon absolutely.

DAILIES.

Richmond.....	Times.....	7,719*
Norfolk.....	Dispatch.....	7,500
Petersburg.....	Virginian.....	4,000
Norfolk.....	Index-Appeal.....	4,000
Norfolk.....	Landmark.....	2,250
	News and Courier.....	2,250
	Public Ledger.....	2,250
Richmond.....	State.....	2,250
Roanoke.....	Times.....	2,250
Lynchburg.....	News.....	1,900*
	Advance.....	1,631*

SEMI-WEEKLIES.

Fredericksburg	Free Lance	1,660*
	WEEKLIES.	
Richmond	Bible Reader	17,500
	Christian Advocate	7,500
	Dispatch	7,500
	Religious Herald	4,000
	South'n Churchman	4,000
	Virginia Sun	4,000
	Times	4,000*
	Central Presby'tn	3,600*
Lynchburg	Advance	2,458*
Richmond	Planet	2,250
Staunton	Augusta Co. Argus	2,160*
Emporia	Virginian	1,800*
Irvington	Virginia Citizen	1,656*
Harrisonburg	State Republican	1,650*
Staunton	Free Press	1,556*
Harrisonburg	Vindicator	1,500*
Harrisonburg	Rockingham Reg'r	1,350*
Lexington	Gazette	1,350*
Hampton	Home Bulletin	1,300*
Wytheville	Virginia Alliance News	1,200*
Staunton	News	1,175*
Lexington	Rockbridge Co. News	1,100*
West Point	Virginian	1,050*
Bedford City	Bedford Democrat	1,038*
Lynchburg	Counselor & Herald	1,000*
Staunton	Vest's Weekly	1,000*
	MONTHLIES.	
Richmond	Foreign Mis'n Jour.	7,500
	Farm Journal	6,400*
Danville	Methodist	3,000*
Dayton	Musical Million	2,500*
Hampton	Southern Workman	2,250
Richmond	Mer. & Mfg. Journal	2,250
	Southern Clinic	2,250
	Southern Planter	2,250
Stanleyton	Zion's Advocate and Herald of Truth	1,000*
	QUARTERLY.	
Richmond	American Farm and Horticulturist	20,000*

It is said that no other State has natural advantages for commerce equal to those of Virginia.

Richmond is the State capital, the commercial metropolis and has the best newspapers in the State.



THE *National Druggist*, monthly, St. Louis, Mo., is rated in the American Newspaper Directory H**¹, or, exceeding 2,250; and the publisher claims that it prints no less than 5,000 copies.



JUST AS TRUE AS YOU LIVE!

The circulation of a newspaper determines in a great measure the volume of its advertising patronage, and, justly or unjustly, the publications of Geo. P. Rowell & Co. are recognized as authority.—*Kansas City, Mo., Times*, Aug. 3, 1894.

AN EXPENSIVE SIGN.

The Reading Railroad once used a sign, "Beware of the Engine and Cars," followed by a series of injunctions that no man walking over the road would have patience to read. Lawyers claimed that those signs were not clear warning, and Judge Paxton wrote this: "Railroad Crossing—Stop, Look and Listen." He received for this modest composition the sum of \$4,780.—*St. Louis Globe-Democrat*.

THE CLASS JOURNAL PRESS.

The short essays and catalogues appearing in PRINTERS' INK from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the American Newspaper Directory for 1894.

TEMPERANCE AND PROHIBITION.

"Temperance" as applied to class journalism embraces all devoted to temperance in the abstract; and "Prohibition" those more particularly organs of prohibition or political parties, but also advocating the temperance movement. Combined there are 168 publications in 34 different States—16 in New England, 40 in the Middle States, 89 in the West, 13 in the South and 7 on the Pacific Coast. None are published in Alabama, Arkansas, Delaware, Florida, Nevada, South Carolina, West Virginia or Wyoming. The following are all accorded a circulation of more than 1,000 each issue.

In the following lists circulations to which the asterisk is attached may be relied upon absolutely.

WEEKLIES.

Chicago, Ill.: Union Signal	40,000
Springfield, O.: Beacon	35,242*
Chicago, Ill.: Lever	12,500
Springfield, O.: New Era	8,650*
Atlanta, Ga.: Southern Star	7,500
Chicago, Ill.: Banner of Gold	7,500*
Madison, Wis.: N. W. Mail	4,000
Milton, Pa.: People	4,000
Nashville, Tenn.: Issue	4,000
Eau Claire, Wis.: Reform	3,200*
San Jose, Cal.: Prohibitionist	2,880*
Oshkosh, Wis.: Signal	2,316*
Davenport, Ia.: Interstate Press	2,250
Dayton, O.: Liberator	2,250
Decatur, Ill.: Sentinel	2,250
Hartford, Conn.: N. E. Home	2,250
Lincoln, Neb.: New Republic	2,250
Phila., Pa.: Catholic C. T. A. News	2,250
Pittsburgh, Pa.: Our National Issue	2,250
Indianapolis, Ind.: Phalanx	2,200*
Logansport, Ind.: Times	1,370*
Canisteo, N. Y.: Times	1,100*
Watertown, N. Y.: Advocate	1,050*

SEMI-MONTHLIES.

Bloomington, Ill.: Watch Tower	2,116*
Marshall, Mo.: Irrepressible Conflict	1,500*

MONTHLIES.

Boston, Mass.: Temperance Cause	7,542*
Chicago, Ill.: Young Crusader	7,500
Charles City, Ia.: Temperance Mag'e	5,000*
Buffalo, N. Y.: Royal Templar	4,000
New York, N. Y.: Nat. Temp. Advocate Woman's Temperance Work	4,000
Church Militant	3,333*
Portland, Ore.: The Way, The Truth, The Life	2,880*
Chicago, Ill.: Oak and Ivy Leaf	2,250
New York, N. Y.: Constitution	2,250
Oakland, Cal.: Pacific Health Journal and Temp. Advocate	2,250
Springfield, O.: Question	2,250
Lewiston, Me.: Star in the East	2,000*

Lititz, Pa.: Prohibitionist	1,870*
Bay City, Mich.: Union	1,800*
Madison, Wis.: Motor	1,714*
Newfane, Vt.: Our Home Guards	1,220*
Des Moines, Ia.: Signal	1,000*
Effingham, Ill.: Friend of Home	1,000*
Troy, N. Y.: Trojan Advance	1,000*

QUARTERLY

New York, N. Y.: Temperance 4,000
AFRO-AMERICAN

AFRO-AMERICAN.

The colored or Afro-American population is 7,470,040, of which about 90 per cent is in the Southern States. They exceed 50 per cent of the population in Louisiana, Mississippi and South Carolina, and are between 25 and 50 per cent of the total in Virginia, North Carolina, Georgia, Alabama, and Florida. Separate schools are maintained for colored pupils throughout the South—in Georgia there are 2,228 with 133,232 pupils. The percentage of illiteracy is decreasing. Of the 103 class newspapers 59 are in Southern States, and Georgia has the most. The following are all accorded a circulation of more than 1,000 each issue:

WEEKLIJES

WEEKLY	
Indianapolis, Ind.: Freeman.....	12,500
Chicago, Ill.: Appeal.....	7,500
Philadelphia, Pa.: Christ. Recorder.....	5,200
New York, N. Y.: Age.....	51,156
New Orleans, La.: Ferret.....	4,200
Augusta, Ga.: Georgia Baptist.....	4,000
Chicago, Ill.: Clipper.....	4,000
Cleveland, O.: Gazette.....	2,250
Detroit, Mich.: Plaindealer.....	2,750
Richmond, Va.: Planet.....	2,250
Jacksonville, Fla.: So. Courier.....	1,900
Fort Worth, Tex.: Item.....	1,800
Jackson, Miss.: People's Defender.....	1,200
Hopkinsville, Ky.: Indicator.....	1,000
Lynchburg, Va.: Counselor & Herald.....	1,000

MONTHLY

Salisbury, N. C.: Living Stone,..... 1,253^a

WOMAN SUFFRAGE

This movement appears to be stronger on the platform than it is in class newspapers, of which there are only nine, and the following are all accorded a circulation of more than 1,000 each issue:

SERVICES

WEEKLIES.
Washington, D. C.: Woman's Tribune 7,000⁴
Boston, Mass.: Woman's Journal..... 4,500⁴

SEMI-MONTHLY

SALT LAKE CITY, UTAH: WOMAN'S EX-
PONENT..... 2.250

LITERARY PUBLICATIONS

Probably no two persons, whatever their experience, would precisely agree upon the publications entitled to a classification under the above heading. From the list given below are excluded all class journals elsewhere catalogued

which otherwise might claim a position here, and all not accorded a circulation of at least 1,000 copies each issue:

WEEKLIES

	WEEKLIES.
New York, N. Y.: Harper's Weekly.	75,000
Frank Leslie's Illustrated Weekly	40,000
Portland, Me.: Transcript.....	25,013
Chicago, Ill.: Graphic.....	20,000
New York, N. Y.: Illus'd American.....	20,000
Washington, D. C.: Public Opinion.....	17,500
San Francisco, Cal.: News Letter.....	13,900
Argonaut.....	12,500
New York, N. Y.: Nation.....	10,324
Literary Digest.....	7,500
Boston, Mass.: Littell's Living Age.....	7,400
New York, N. Y.: Critic.....	4,000
Illustrated London News.....	2,900

MONTREAL

	MONTHLIES.
New York, N. Y.: <i>Cosmopolitan</i>	101,000
Frank Leslie's Popular Monthly.....	97,000
Review of Reviews.....	85,000
Century Magazine.....	75,000
Scribner's Magazine.....	75,000
Harper's New Monthly Mag'ne.....	75,000
Washington, D. C.: Home Mag'nc.....	75,000
Meadville, Pa.: Chautauquan.....	40,000
New York, N. Y.: Current Literature	40,000
Philadelphia, Pa.: Lippincott's Mag.	40,000
New Petersen's Magazine.....	26,179
Portland, Me.: Transcript.....	26,000
St. Louis, Mo.: St. Louis Magazine.....	26,000
New York, N. Y.: North Am. Review	30,000

WEEKLIJES

Boston, Mass.: New Eng. Magazine.	17,500
New York, N. Y.: Cassell's Family Magazine.	17,500
Forum.	17,500
Godey's Magazine.	17,500
Munsey's Magazine.	17,500
Philadelphia, Pa.: Arthur's Home Magazine.	17,500
Boston, Mass.: Atlantic Monthly.	17,500
Ballou's Magazine.	12,500
Boston, Mass.: Arena.	12,500
Lansing, Mich.: Mid-Continent Mag.	7,500
New York, N.Y.: Nineteenth Century	7,500
Philadelphia, Pa.: Book News.	7,500
San Francisco, Cal.: Cal. Illustrated Magazine.	7,500
Overland Monthly.	7,500
Springfield, Mass.: Library Bulletin.	7,500
Hartford, Conn.: Worthington's Illustrated Magazine.	7,500
Minneapolis, Minn.: Literary Light.	4,000
New York, N. Y.: Book Buyer.	4,000
Boston, Mass.: Writer.	2,250
Louisville, Ky.: Southern Magazine.	2,250
New York, N.Y.: Eclectic Magazine	2,250
Washington, D. C.: Amer. Magazine	2,250

Poet Lore...

QUARTERLY.	
Boston, Mass.: Harvard Graduate's Magazine.....	5,000 ¹
Buffalo, N. Y.: Cyclopedic Review of Current History.....	4,000

WAITING FOR BETTING

The *Times* four weeks ago instructed its solicitor to bring action against Pettingill & Co.'s agency and against every publication quoting the figures printed in Pettingill & Co.'s manual. Pettingill & Co. apologized to the *Times*, and promised to correct the mis-statement by sending to each holder of their manual an "erratum" giving the correct figures. The *Times* is waiting for Pettingill & Co. to make good their promise.—*Willoughby Court (Pa.) Times.*

OUR HIGH-PRICED JOKES.

Newspaper men who, among the following short stories, find any which seem to be worth appropriating are reminded that, poor as they are, PRINTERS' INK has paid 50 cents apiece for them. Just think of it. Six dollars a dozen. On that account it expects due credit, and will be very unhappy in the event of any failure. People who send contributions for this page ought to keep copies, if they value them, for really some that come are so bad that we have not the face to inflict them a second time on the originator, who may have thought himself rid of them forever.

A MATTER OF FORM.

"Heroic" indeed is the poem that dares seek the light in our practical day. Divine inspiration is sold by the foot, and "jingles" alone seem to pay. The rhyme that will favor the sale of a soap, or laud to the sky novel things, Yields highest reward, and proudly o'er such will flutter fair Fame's golden wings. And if one can set it in form weird and strange—disjoined and halting, he knows

The public will cheer!

There is nothing to fear,

For ¹ GOES! Oh ¹ GOES! Yes ¹ GOES!

Home Missionary (to unregenerate club man)—My friend, have you read this little tract on "The Issues of Life"?

Unregenerate C. M.—I'm a regular subscriber, I read every issue. Great, ain't it?

Publisher (to Editor)—More salary? Heavens, man! Our circulation's dropped five thousand since you took hold.

Same Publisher (to Advertiser)—Discount? Good gracious, man alive! Our circulation's nearly doubled the last six months.

Beginner at Advertising—What would it cost me for an outside cover page for six months?

Ad Manager Ladies' Magazine—That will cost you four thousand dollars each insertion.

Beginner—Well, I'll take three lines, one time, run of the paper; and here's a mortgage on my house.

Intelligent Reader—I think your "Family Reading" page is one of the best in the paper.

Editor—Indeed? We clip that from the English exchanges.

Editor (to Business Manager)—I wish I had a good sharp assistant.

Manager—Well, there's a scissors-grinder down stairs.

Satan—What was your business on earth?

Unfortunate—I solicited advertising for cards, hotel registers, albums, and—

Satan—Right over there, in the warm corner, with the bunco steerers and green goods men!

The ad solicitor asked the undertaker if he found business generally dead. He (the undertaker) said it was often that way.

Visitor (in Insane Asylum)—What is the nature of that poor fellow's hallucination?

Keeper—He wrote magazine poetry for seven years and became convinced that he was a poet. He is incurable.

Able Editor (a resident of a Prohibition town)—Please give me a pint of alcohol. I wish to use it in pickling a large worm.

Druggist (after filling the order)—By the way, what kind of a worm do you propose to pickle?

Able Editor (secreting the bottle in his inside pocket)—A book-worm. I am he.

Able Editor—You have not yet turned in your regular batch of jokes, Mr. Hawhaw.

Mr. Hawhaw (the professional humorist)—I'll try to do them to-morrow, sir. I haven't felt in the mood to-day.

Able Editor—What is the matter? Are you ill?

Mr. Hawhaw—No, sir; only out of humor.

Mrs. Doyle—Mrs. Hogan, Oi see yure son Jimmy is workin'.

Mrs. Hogan—Yis, he has a lovely job.

Mrs. Doyle—What is he doin'?

Mrs. Hogan—Sure he's distributin' circulators for a man. Dey make lov'ly feed fer the goats.

About that trial ad, Mr. Merchant; did the mail bring you anything?

O, yes!

Good! What did it bring?

Your bill.

No one connected with advertisements is more popular than the man who sets 'em up!

Proofreader—How about this statement: "The reporter's pencil is a composing stick?"

Editor—Let it stand, that's all write.

Mrs. A. D. Ruyter—My dear, I want some more money; I spent those twenty dollars you gave me, at Hustler & Co.'s, this morning, purchasing some of the elegant bargains I saw advertised in the "Planet."

Mr. A. D. Ruyter (regretfully)—Great Scott, and I only got fifty cents for writing that ad!

"In regard to the use of 'cuts' in an ad," said the experienced man, "cuts made with a pair of shears, or a blue pencil, often enhance the value of an ad."

"Now, I don't understand," mused the publisher, as he receipted another bill, "I really don't understand how people can ask: 'Does advertising pay?'"

Repenting, after a slight difference with her compo, love, she sent him this invitation: "Sundays, t. f."

It proved a good ad; and secured permanent attention.

The man who advertises is as wise as he can be;
And needs no porous plaster to draw the public—see?

Nice Old Lady—Will you kindly te'l me if the lady who writes "The Mothers' Page," in your paper, is in. I want to tell her how much I enjoyed her article on "The Evening Hour in the Nursery."

Office Boy—That him over there wid de pink shirt, smokin' a cigaroot.

Simple—What a suspicious fellow Stratcher is; he never believes anything you tell him.

Sage—I know it; you see he is one of these adve: tisenent writers.

A LESSON IN ADVERTISING.

About 8 o'clock on a recent morning three Italian push-carts, loaded with California pears, were stationed a few yards apart, on the Broadway side of the New York Post-Office. As pedestrians at that hour are proceeding down-towards, one would naturally conclude that the cart first reached would do the biggest business. The contrary, however, was observed to be the case. The fruit was sold for the same price and presented a uniformly tempting appearance.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

PRINTING INK—Four Cents Per Pound. Wm. JOHNSTON, 10 Spruce St., New York.

SWISS People in U. S. (300,000) reached only by one paper. Circulation proved over 15,000. AM. SCHWEIZER-ZEITUNG, 116 Fulton St., N. Y.

BEST HALF-TONE PORTRAIT,
Single col.

CHICAGO PHOTO ENG. CO., 125 Madison.

\$1.50

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples.

ALVORD & CO., DETROIT, MICH.

Arthur's and Peterson's.

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT, N. Y.

\$100
PER PAGE
for both
Magazines.

MENTION THIS PAPER
WHEN YOU WRITE.

For holding Papers, Letter
Files, Letter Books, Circulars
Printed Matter, Anything.
Clean, Light, Strong, Hand-
some, Portable. In use all
over United States. Send for
Catalogue and testimonials.

WIRE RACKS
POPE RACK COMPANY
ST. LOUIS, MO.

GREATEST NOVELTY IN YEARS!

Made of finest French
Kid Leather, highly
Nickelated Trimmings.

Hardest Thing on
Earth to Open and
Close unless you
know how, then simple
as breathing.

A great adver-
tisement to send your cus-
tomers.

Sent, postpaid, on
receipt of 40c. 2 cent
stamps will do.

DOYLE & CO., World Building, N. Y. City.



GRATEFUL AND COMFORTING.

Harrington Fitzgerald, Esq., proprietor of the Philadelphia *Item*, pays the following tribute to the American Newspaper Directory:

"I was in Europe in 1889 to see the great French exposition. I called on the manager of Epps' Cocoa in London. 'Oh, I know all about your paper,' he said. 'You had so much circulation in 1886, so much in 1887, and so on. You seem to be enterprising and successful, and we like your progressive methods of doing business, although they are new and astonishing to us. Where did we find out about you? In Rowell's Directory. We have used it for years. We place nearly all our advertising on the information which it affords.'

"In regard to the Philadelphia *Item* we will begin to use it next year."

"And they did, and have been doing so ever since.

"If we had furnished the information about our circulation direct they would, probably, have had little faith in it; but knowing, by years of experience, that Rowell's Directory was reliable, they gave us the advertising on the strength of that faith."



The HOUSEKEEPER,

MINNEAPOLIS, MINN.

PUBLISHED SEMI-MONTHLY.

CIRCULATION,

123,000

Testimonial Number Two.

"HOUSEKEEPER,"

Minneapolis, Minn.

Gentlemen: We find that to advertise in your paper means that every mother in the United States and Canada sees just what we want, at least we judge so from the bushels of letters received, where they have said, "We noticed your ad in the HOUSEKEEPER."

CHILDREN'S ENDOWMENT SOC.,
Minneapolis.

PAYS ADVERTISERS.

FOR SAMPLE COPIES AND RATES, APPLY TO

THE PUBLISHERS,

Or to C. E. ELLIS, Special Representative,
517 Temple Court, New York City.

The "Business-Getting" Qualities

OF THE

Vickery & Hill List

have been proved so often that they are now considered by prominent advertisers as **An Absolute Certainty**.

However, we add another to our long list of published testimonials:

BOSTON, Mass., August 9, 1891.

Messrs. Vickery & Hill, Augusta, Maine:

GENTLEMEN: Being fully aware of the fact that you are not looking for, nor in need of any, testimonial as to the satisfactory results given by your unparalleled list, we send you this, which must be at least read with gratification. After checking back our advertisements carefully, we find that your peerless list stands "head and shoulders" above all like publications. And furthermore, replies from your list show up exceedingly profitable; the curiosity element seems to be thoroughly eliminated. As we seldom find ourselves in a position to acknowledge and agree to all the claims made by publishers regarding drawing qualities—circulation, etc., etc.—we sincerely hope you will appreciate this recommendation in the spirit it is sent. We beg to remain, yours very truly,

N. E. MEDICAL INSTITUTE.

CIRCULATION, 1,500,000

COPIES PER MONTH GUARANTEED.

Correspond at once if you wish to get in the October issue. Forms close September 1.

Rates, or any other information, furnished by the HOME OFFICE, AUGUSTA, MAINE,

Or by C. E. ELLIS, 517 Temple Court,
Special Representative. New York City.

Are you aware that the King's Daughters have a Registered Membership of nearly 400,000 at this office—the New York Headquarters?

PRETTY VALUABLE LIST,
ISN'T IT?

All are of the best class of liberal, energetic women of means, too. Why not speak to them every month in

THE SILVER CROSS,

their official magazine, read not only for entertainment, but for instruction and guidance in the work to which they have given themselves?

Many prominent advertisers, who have vainly tried to purchase a copy of our Membership List, are availing themselves of the fact that THE SILVER CROSS goes to every member of the order this year, to cover this field at small expense.

This is one reason why we have five times as much advertising in our July issue as we had in January. Only Thirty Cents a Line. TRY US.

THE SILVER CROSS,

138 West 23d Street, NEW YORK CITY.

THE BINGHAMTON LEADER.

Established
1878.Eight Pages,
Seven Columns.

BINGHAMTON, N. Y.

The DAILY LEADER, which has recently been reduced from \$6.00 to \$3.00 per year, is the only Evening Paper between New York and Buffalo with the Associated and United Press Franchises, selling for a penny.

Circulation, 8,200.

The DEMOCRATIC WEEKLY LEADER. Reduced from \$1.50 to \$1.00 per year. Eight pages, seven columns. Established 1869. Issued every Friday.

Circulation, 6,500.

The LEADER is sold in 150 towns and villages in New York and Pennsylvania, and is the Best Advertising Medium in the United States. Address

THE LEADER, Binghamton, N. Y.

Office for Foreign Advertising,
132 Nassau Street, N. Y.
S. S. VREELAND, Manager.

Time Is Coming

soon when you will make your lists for

Fall and Winter Advertising.

You want good returns for money invested. To do this, judgment must be used in making selections of good-paying mediums.

You lack good JUDGMENT and EXPERIENCE if you leave

The National Tribune

off your list.

Have you ever tried it? It's a paying medium, as most general advertisers know. Some have been with us ten years, which is proof of a good thing.

Can we interest you to the extent of an order?

Send your advertisement and let us give you an estimate on it, or send for rate card.

THE NATIONAL TRIBUNE,
Washington, D. C.

Branch Office : 66 World Building.

BYRON ANDREWS, Manager.

Ohio State Journal.

Established
1811.

Leading Newspaper Of Central Ohio.

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 200,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week edition, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and Southeastern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,
Columbus, Ohio.

The *Toledo* *Blade,*

TOLEDO, OHIO.

The Daily Blade has a larger circulation in the City of Toledo than all other Toledo dailies combined. The same is true of all Northwestern Ohio.

The Weekly Blade has a National circulation. No other weekly newspaper is so generally circulated in every State and Territory of the Union.

For Advertising Rates, address

THE BLADE, TOLEDO, OHIO.

New York Office:
33 TRIBUNE BUILDING, NEW YORK.

THE VINDICATOR, YOUNGSTOWN, OHIO.

Daily 7,800. **Weekly** 5,200.
8 PAGES. 16 PAGES.

Is issued every day except Sunday. Bright, clean, reliable, pre-eminently a home newspaper, and acknowledged to have the largest circulation in Eastern Ohio, excepting Cleveland.

A SUBSTANTIAL CIRCULATION, obtained solely on the merits of the paper and not built by coupon or guessing schemes.

THE VINDICATOR

Occupies its own building, the finest newspaper block in Ohio, and is completely equipped for the making of

A FIRST-CLASS NEWSPAPER.

The Daily was established in 1880, and the Weekly in 1868.

To thoroughly cover this prosperous section at a moderate cost, use

THE VINDICATOR.

FOR PARTICULARS, ADDRESS

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

HAMLET said, "Put money in thy purse." Wonder if he was not advising an advertiser to use

THE TROY PRESS?

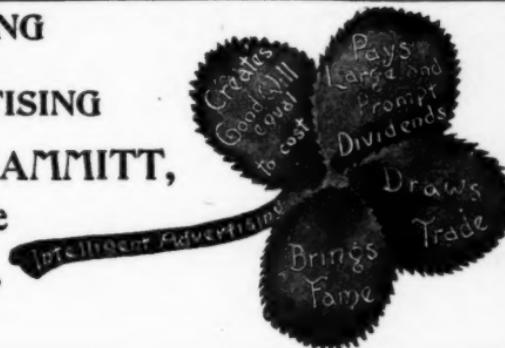
Send for reasons why **you** should use it.

New York Office, 11 Tribune Building.

A NYTHING IN ADVERTISING

CHAS. K. HAMMITT,
Two-Thirty-One
BROADWAY,

NEW YORK.



Established 1867.

THE INDEPENDENT, HELENA, MONTANA.

Helena is the railroad, commercial and financial center of Montana; Capital and County Seat.

THE INDEPENDENT is the best medium to bring results in the Treasure State; it circulates in every town, mining camp and stock range in the State.

ONE OF THE BEST FIELDS FOR ADVERTISERS IN THE UNITED STATES.

THE INDEPENDENT covers it.

PUBLISHED SEVEN DAYS A WEEK.

WEEKLY, EVERY THURSDAY.

**A SMALL MAN AND A BIG BOY
CAN OPERATE IT.
THE "NEW MODEL"
WEB PERFECTING PRESS
BUILT BY THE
CAMPBELL PRINTING PRESS
& MFG CO.
NEW YORK AND CHICAGO**

**WRITE AND SEE
HOW IT'S DONE**

IN WEST VIRGINIA,

WHEELING IS THE ONLY CITY OF 40,000 POPULATION.
Wheeling is the center of a population of 200,000.

IN WHEELING**THE EVENING AND SUNDAY NEWS**
IS THE LEADING PAPER.

It has a larger total circulation than any other paper in West Virginia, and a fifty per cent larger local circulation than any other paper in Wheeling.

The **NEWS** is the **only** paper in West Virginia whose circulation is guaranteed in "Rowell's Directory." These facts should be considered by advertisers desiring to cover Wheeling and vicinity.

C. E. ELLIS, Manager Foreign Advertising,
517 Temple Court, New York City.

**TWO NEWSPAPERS THAT COVER KANSAS AND
PAY DIVIDENDS TO THEIR ADVERTISERS.**

The Topeka Daily Capital,
TOPEKA, KANSAS.

State Record established.....	1859
Commonwealth established.....	1869
Capital established.....	1879
(CONSOLIDATED 1889.)	

*The only morning paper published at Topeka.
The largest daily circulation in Kansas.*

**The Kansas Weekly Capital
AND Farm Journal,****TOPEKA, KANSAS.**

The leading farm and family newspaper of Kansas.
Reaches 1,000 Post Offices and every county in the State.
Is read by the best class of farmers.

For Advertising Rates, address THE TOPEKA CAPITAL CO., TOPEKA, KANSAS.

VOLUME 6 NO. 11 (M.M. 71)
PRICE 25 CENTS PER YEAR

SEPTEMBER 1894

Copyright, 1894, by The Gannett & Morse Concern.

PUBLISHED BY
THE GANNETT & MORSE CONCERN
AUGUSTA, MAINE

\$5 A LINE BUT IT PAYS.

That's Comfort.

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office, Augusta, Me. Boston, John Hancock Building. New York, Tribune Building. Lewis A. Leonard, Representative.

MISSOURI ST. LOUIS CHRONICLE

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the *Evening Chronicle*, a large one-cent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the *Chronicle* comes the *Republic*, with more than 58,000 circulation, and then the *Globe-Democrat*, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

The Chronicle

**GUARANTEES TO
ADVERTISERS:**

FIRST—A larger daily circulation than any other daily newspaper in the State of Missouri.

SECOND—A larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

THIRD—A larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

Circulation, 75,000 Daily.

E. T. PERRY,

Manager Foreign Advertising Department,
53 Tribune Building, New York.

The Strongest Proof

of the value of a paper is a good testimonial.

It will pay every advertiser to consider

The Saturday Telegram

MANCHESTER, N. H.

READ THIS LETTER:

BOSTON, Mass., August 9, 1894.

*Chas. E. Ellis, Esq.,
Temple Court, N. Y. City:*

DEAR SIR: We feel that we are called upon to write you a few facts concerning the gratifying results that have attended our advertising in the SATURDAY TELEGRAM of Manchester, N. H.

We can cheerfully say that our advertisement in the TELEGRAM has paid us better, in proportion to its cost, than any other medium we have ever used.

Its drawing qualities are certainly phenomenal. All our ads are keyed, and the replies are carefully checked back and credited to their respective mediums at the end of each month.

If you have any more papers like the TELEGRAM bring them on, and we will immediately give you a contract. We are,

Yours very truly,

N. E. MEDICAL INSTITUTE.

THE TELEGRAM has the largest circulation of any paper in New Hampshire, and, with one exception, the largest circulation of any weekly paper in New England.

PROVED CIRCULATION

FOR 13 WEEKS:

804,375 COPIES.

For rates, etc., address

NEW YORK OFFICE:
517 TEMPLE COURT,
C. E. ELLIS, MANAGER.



If You Are
An Advertiser or a
Possible Advertiser,
THIS
STATEMENT
OF THE
Net Daily Circulation
OF
**The Cleveland
Press**

For the Past Seven Months
ought to interest you.

	<i>November.</i>	<i>December.</i>	<i>January.</i>	<i>February.</i>	<i>March.</i>	<i>April.</i>	<i>May.</i>
1.....	63,437	63,982	61,576	68,163	69,298	72,113	
2.....	63,300	64,285	65,622	69,067	70,302	69,136	75,144
3.....	63,654	Sunday	65,592	69,180	70,755	71,567	73,926
4.....	64,071	64,008	64,833	Sunday	Sunday	69,015	73,454
5.....	Sunday	63,891	66,122	68,433	68,972	68,710	71,791
6.....	63,600	63,856	66,071	68,730	68,724	68,693	Sunday
7.....	65,759	63,508	Sunday	68,219	69,056	70,080	71,948
8.....	97,797	65,135	64,968	69,134	68,782	Sunday	72,277
9.....	64,528	64,456	65,809	69,562	69,515	68,988	71,714
10....	66,548	Sunday	65,495	70,276	70,091	68,976	71,671
11....	65,023	63,504	65,418	Sunday	Sunday	69,084	72,586
12....	Sunday	63,944	65,969	63,113	69,347	69,064	72,828
13....	63,963	64,044	67,107	69,032	69,190	69,937	Sunday
14....	63,961	63,815	Sunday	68,944	68,931	70,270	71,429
15....	62,959	64,908	65,678	68,718	68,916	Sunday	71,913
16....	63,974	65,530	66,767	70,027	69,788	69,448	71,516
17....	64,473	Sunday	66,660	70,276	71,090	69,453	70,558
18....	65,046	63,749	65,925	Sunday	Sunday	69,774	71,310
19....	Sunday	63,706	67,315	69,812	68,798	69,110	71,918
20....	63,690	64,677	67,539	68,958	69,064	71,128	Sunday
21....	63,306	64,700	Sunday	68,489	68,536	71,197	71,801
22....	63,780	65,442	67,578	66,586	68,545	Sunday	70,767
23....	63,350	65,363	67,207	70,722	70,086	70,556	70,946
24....	63,373	Sunday	68,016	70,318	69,834	71,098	71,753
25....	64,889	62,961	90,134	Sunday	Sunday	71,288	72,447
26....	Sunday	64,945	74,102	69,273	68,458	70,592	73,068
27....	62,505	66,354	69,438	69,428	68,786	69,104	Sunday
28....	63,924	65,106	Sunday	69,291	69,007	71,687	69,541
29....	63,373	65,708	68,093	Sunday	69,085	Sunday	71,489
30....	61,737	65,416	67,950	Sunday	69,867	71,080	66,644
31....			68,418	Sunday	70,390		70,832
Total....	1,696,010	1,676,993	1,825,414	1,860,791	1,873,613	1,750,165	1,987,365
Av.....	65,231	64,499	67,608	69,191	69,392	70,006	71,764

Guaranteed Actual NET Average for seven months,	68,243
" " "	67,264
" " "	70,006
" " "	71,764

THE CIRCULATION of a newspaper is the measure of its efficacy. Our circulation books are open to our advertisers; no fraud; no gloss over. We prove our statement. We say "THE PRESS" has the largest, much the largest, circulation of any newspaper in northern Ohio—over **70,000** copies daily. Reaches the largest thinking and buying classes—HENCE BRINGS BEST RESULTS.

E. W. OSBORN, Manager.

EASTERN OFFICE:
TRIBUNE BUILDING, NEW YORK CITY,
C. J. BILLSON, MANAGER.

There are 5,000,000 People

In the District Tributary to

PITTSBURGH.

You Cannot

Advertise This Vast Region

Without Using

The PITTSBURGH POST.

THE POST is the Only Democratic Daily in Pittsburgh
and the Only Democratic Paper in Western Penn-
sylvania Issued Every Day in the Year.

Detailed Statement of Circulation, July, 1894.

DATE	DAILY.	
July 2.		34,982
3.		35,212
4.		35,610
5.		35,224
6.		35,266
7.		36,050
8.		39,456
9.		40,214
10.		40,762
11.		41,112
12.		40,594
13.		39,768
14.		39,632
15.		39,614
16.		39,756
17.		38,156
18.		38,460
19.		38,776
20.		38,376
21.		38,580
22.		38,410
23.		38,470
24.		42,696
25.		38,810
26.		38,478
27.		38,983
28.		
29.		
30.		
31.		
Total		1,001,402

SUNDAY EDITION.		
July, 1st week		29,310
" 2d	44	23,866
" 3d	44	23,914
" 4th	44	23,886
" 5th	49	26,310
Total.		127,286

SEMI-WEEKLY EDITION

July, 1st week		19,480
" 2d "		19,464
" 3d "		19,514
" 4th "		19,574
" 5th "		19,478
		19,474
		19,494
		19,470
		19,336
Total		19,524

AVERAGE

DAILY EDITION.

Daily.....	38,515
Sunday.....	25,458
Semi-Weekly.....	19,476

THE POST

does not divide its constituency with any other paper.

It has a Large Circulation in

the Three States of Western Pennsylvania, Eastern Ohio and West Virginia. All the Money Makers in Pittsburgh Advertise in THE POST. They know its value.

New York Office: 85 Tribune Building,

N. M. SHEFFIELD, Agent.

What We Will Do.

We will give advertisers proof of the largest circulation in Colorado.

We will prove it to their satisfaction.

We will give them satisfactory service for their expenditure and, in short, please them in every way.

What We Won't Do.

We won't cut rates.

Compare The Two.

THE ROCKY MOUNTAIN NEWS,
DENVER, COLO.

NEW YORK OFFICE,
TRIBUNE BUILDING.

WOMEN

are credited with purchasing eighty-five per cent of all goods consumed in the household or used by the family.

400,000 Homes Can Be Reached Through



THE LADIES WORLD

WOMEN

who are good buyers at all seasons comprise the constituency represented by The Ladies' World.
Moral: Use its columns.

For estimate write to the publishers,

S. H. MOORE & CO., 27 Park Place, New York.

Colorado Is Not Dead.

Colorado is not sleeping, but is ALIVE and awake. Nowhere in the Great West is there more activity than in Denver and Colorado.

The Denver Times-Sun

Stands first and foremost as the leading daily newspaper of the Rocky Mountain Region. Its circulation is fifty per cent larger than any other Colorado newspaper. It covers the State and Section thoroughly.

The Colorado Weekly Sun

Is the only big weekly between the Missouri River and the Coast. It circulates in every State and Territory in the Union.

If You Want To Reach

The people of the West THOROUGHLY, economically and judiciously, you should use these two papers. Daily circulation **32,000** and Weekly **30,000**. Rates on application. Address

THE DENVER TIMES-SUN,

DENVER, COLO.

THE BEST.

Taking it all in all, the West is about the best country for the advertiser. The Middle farming States the best among the best.

It has been demonstrated that Western folks don't look so closely at the pennies as Eastern folks.

If a Westerner wants a thing he generally gets it. His wife gets what *she* wants twice as quick as *he* does.

The class that has suffered the least during the recent depression has been the farming class. The farmers of the Middle farming States least of the least. Crops have been good this year. We haven't much to complain of. Rattlesnakes, perhaps. But that is another story.

About one-third of all the Country Weeklies published in the Middle farming States belong to the Co-operative Lists of the C. N. U. Naturally the best way to use them is through the C. N. U. How else would you do it?

The papers of the C. N. U. are high grade and have a very high average circulation. Population is not so dense in the West as in the East, but the people who do read the papers have more money. As we said before, taking it all in all, you can't go very far wrong if you advertise in the C. N. U.

Catalogue gives further particulars.

CHICAGO NEWSPAPER UNION,

87 to 93 South Jefferson Street,
CHICAGO.

10 Spruce Street,
NEW YORK.

**THERE ARE
MORE BEAUTIFUL HOMES**

*In Tacoma than in any other city of its size
The grandest mountain peak on the continent can be
seen from their windows, and green lawns bright with
roses that bloom nine months in the year surround them*

CIRCULATION AVERAGE EACH ISSUE DAILY 9,434

SUNDAY 10,000

WEEKLY 6,600

THERE IS BUSINESS IN TACOMA TO JUSTIFY ITS 50,000 PEOPLE IN LIVING THUS COMFORTABLY

**THE
TACOMA
LEDGER**

WE TELL THE PLAIN TRUTH

WE TELL THE PLAIN TRUTH

WILL TELL YOU ALL ABOUT THESE PEOPLE: OR THEM ALL ABOUT YOU: DO YOU WISH TO BE INTRODUCED?

— S. C. BECKWITH —
CHICAGO SOLE AGENT NEW YORK
509 THE ROOKERY FOREIGN ADVERTISING 48 TRIBUNE BLDG

THE ATLANTA JOURNAL

"GREATEST CIRCULATION
ANY DAILY
IN VIRGINIA"



Atlantic Ocean.

CIRCULATION
GUARANTEED.
AVERAGE EACH ISSUE

DAILY - 17,101
WEEKLY - 15,000

COVERS THE GREAT COTTON BELT AND MANUFACTURING DISTRICT IN THE SOUTH - BEST AND BRIGHTEST AFTERNOON PAPER

THE PLAIN TRUTH TELLS SOLE AGENT FOR NEW YORK & CHICAGO S.C. BECKWITH PLAIN ADVTG WE TELL THE TRUTH



A Good Advertising Agency

**Does Three Things
For Its Customer.**

- 1.—It saves him from mistakes in the selection of media.
- 2.—It relieves him of the detail of placing the business with the publisher, the checking of insertions and the payment of bills. One order and one check is all the advertiser needs to give.
- 3.—It insures to him the REAL bottom rate. Some publications have two or three bottom rates for as many different advertisers. The agent knows these things, or if he does not, he has missed his calling.



You may select your own papers, or we will advise with you and help you to select them, or we will select them for you.

You may prepare your own advertisements, or we will prepare them.

In the twenty-seven years that we have been in business, we have learned advertising as you have learned your business.

If you have a question to ask--write to us.

THE GEO. P. ROWELL ADVERTISING CO.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE STREET,

NEW YORK.